



Picture Perfect

Winners of the European Union's 'Breaking Stereotypes' Photo Competition announced

Brussels, 17 October 2007

A photography student from Poland has been selected from more than 600 students from across the EU, as the winner of the European Union's *Breaking Stereotypes*' Photo Competition prize.

Krzysztof Gołuch, from the renowned Czech Institute of Creative Photography of the Silesian University in Opava, impressed judges with his depiction of an ageing man in a wheelchair facing a flight of stairs, a thought-provoking metaphor for the many barriers and forms of discrimination facing people in their daily lives.

An exhibition of the best photos is now touring Europe. It was launched this week in Brussels, where the photos are displayed in an open-air exhibition in front of the European Commission's headquarters.

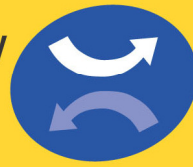
The European Photo Competition for Diversity was launched in March 2007, under the five-year "For Diversity. Against Discrimination." information campaign and as part of the 2007 European Year of Equal Opportunities for All. The aim of the contest was to create awareness amongst students about how diversity can enrich our society. It was also a chance for the EU to listen to what the students themselves think and to see how discrimination is viewed from their perspective

An international jury of photographers, professors and anti-discrimination experts chose the three prize winners. Explaining their selection, the jury commented: *"At first glance the winning photograph evokes a sense of deep solitude and helplessness. It is this rawness and emptiness that draws the viewer to the image. Depicting facets of discrimination, such as age and disability, gives the photograph a lasting impact on both a visual and emotional level. It promotes reflection, encouraging those who look at it to speak out and stand up against discrimination."*

Nora Krauss, a German student at the Berliner Technische Kunstschule, took second prize, with her impressive photography techniques and open, interpretative approach to diversity. Her photo shows a young man standing unmoved on a crowded staircase, looking directly at the viewer whilst being surrounded by the moving masses of a bustling and diverse city.

The runner up, Maja Kurant, also a Polish student from the University of Gdansk, created a mosaic of 44 equal sized squares representing 44 individuals from 44 countries, each with the word 'diverse' written on a different part of his or her body.





The competition was open to students of fine arts, graphic or communication design, visual communications, media design and other related disciplines. The brief was to submit work that encapsulated the essence of diversity and could be submitted by individuals or done as part of a team.

Prize money of €9000 will be shared among the three prize winners, with a contribution going towards the school of the overall winner – to encourage students to take part in similar competitions.

The 2007 European Year of Equal Opportunities for All seeks to make people in the European Union more aware of their rights to equal treatment and to a life free of discrimination. These are two of the basic principles underpinning the EU. The Year will also launch a major debate on the benefits of diversity both for European societies and individuals.

The activities undertaken during the Year intend to remedy the discrimination from which some individuals suffer because of their gender, racial or ethnic origin, religion or belief, disability, age, or sexual orientation. These are grounds for discrimination that may be addressed at European level.



For Diversity



Against Discrimination

To view the winning photos and for more information about the "For Diversity. Against Discrimination." campaign and the 2007 European Year of Equal Opportunities for All, please go to:

www.stop-discrimination.info

<http://equality2007.europa.eu>

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